Shortening time-to-market for new products and services enables financial institutions to expand market share, grow customer share-of-wallet, and compete in the marketplace. Whether it is a consumer banking launch of a new payment service, a commercial banking new credit product, or a wealth management new robo-advising offering, financial institutions must be able to seamlessly manage the full lifecycle from concept to post-launch monitoring and optimization.

However, monitoring product launches is complex and involves collaboration across many stakeholders and systems. There is often a disconnect between product development and the rest of the business, including marketing, sales, and the C-suite. Even the most innovative products and services can struggle in the marketplace without an effective launch process, making it critical for internal stakeholders to effectively collaborate to ensure success.

How do leading financial institutions operationalize the business of innovation while ensuring policy and procedure rules are executed consistently?

MEET THE CHALLENGE
A well-planned, well-executed launch management process helps financial institutions streamline their product portfolio and increase revenue based on the new products.

With Appian’s enterprise low-code application platform, financial institutions can easily manage the full lifecycle of launching new banking products and services from concept to post-launch monitoring and optimization.

Improve product launch with:

- **Real-time monitoring** of product launch processes, tasks, and statuses.
- **Accelerated time to value** through streamlined processes and orchestrated launch tasks
- **Greater visibility and control** of country-specific launch sequences and regulations
FOCUS
Orchestrate product launch activities to bring products to market faster with an application that allows you to:

- Reduce the product launch cycle and time-to-market by leveraging intelligent automation
- Create product profiles that map to customer target profiles
- Manage sunset of products and services

TAKE CONTROL
Quickly build, deploy, and scale new product initiatives with enterprise solutions, including:

- Campaign Management
- Marketing Content Management
- Sales Automation and Marketing Management
- Deal Initiation and Review
- Product Hub 360
- Bespoke Complex Pricing Management

PREPARE FOR THE FUTURE
Pressure is mounting to deliver innovation in financial services.

It takes speed and power to deliver transformational solutions. Appian’s enterprise low-code application platform provides both, while leveraging your legacy IT investments.

With Appian, financial institutions can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes, end-to-end, without limitations.

LEADERS IN FINANCIAL SERVICES TRUST APPIAN:

CME Group  Fidelity International  Janus Henderson  Vontobel

Realize the benefits of Appian to transform your product launch management. Learn more at: appian.com/finserv

Appian provides a software development platform that combines intelligent automation and enterprise low-code development to rapidly deliver powerful business applications. Many of the world’s largest financial services institutions use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk and compliance.

For more information, visit www.appian.com/finserv